



THE RESEARCH INTELLIGENCE GROUP

Canada 2015

Tracking Voting Intentions in Canada

Saturday, August 15, 2015



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Methodology

Online survey conducted with the general public across all Canadian regions

This study was conducted online with the general public across all **Canadian** regions. For this study, **2,095 respondents, including 987 in Quebec**, aged 18 years of age or over, were surveyed between **August 10 and 12, 2015**.

Weighting and Margin of Error

Final survey data were weighted based on the 2011 census according to age, gender, mother tongue, region, and level of education in order to guarantee a representative sample of the population.

For comparative purposes, a random sample of **2,095 respondents** would yield a margin of error of **+/- 2.1%, 19 times out of 20**.

Online Survey

Survey respondents were selected randomly from LegerWeb's Internet panel, which includes 400,000 Canadian households, and according to a stratification process applied to invitation lists, which ensures optimal respondent representativeness. Panelists were recruited randomly from Leger's telephone surveys. Several quality control measures were implemented to ensure that Leger's surveys with Internet panelists are representative and reliable. Leger has obtained Gold Seal Certification from the Marketing Research and Intelligence Association, the highest reliability rating conferred by the association.

How to Read Tables

In the following tables, data in bold and **red** indicate a significantly higher proportion than that of other respondents. Conversely, data in bold and **blue** indicate a significantly lower proportion than that of other respondents.

Detailed Results

Federal Voting Intentions

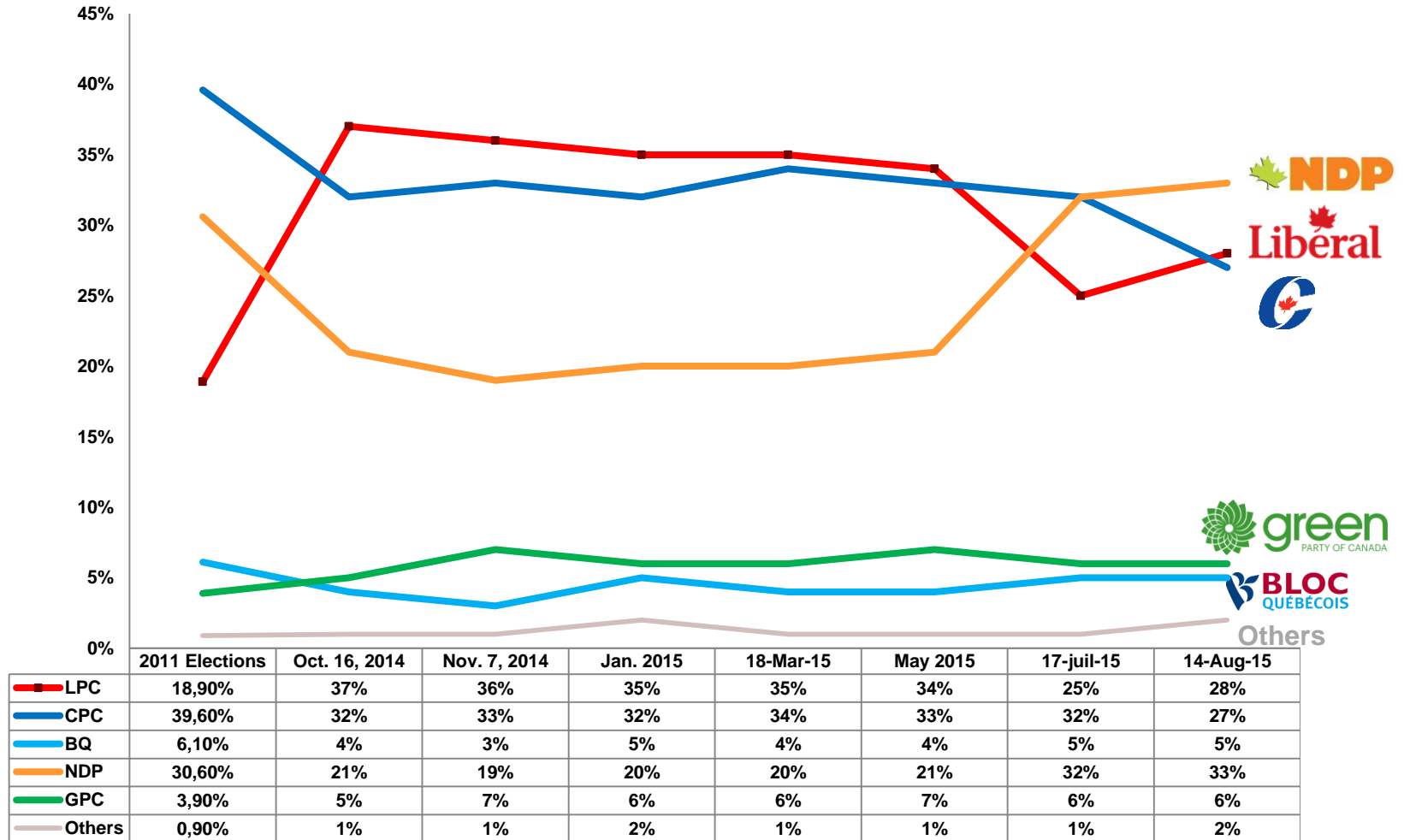
Q - If **FEDERAL** elections were held today, for which political party would you be most likely to vote?

Would it be for...? If a respondent had no opinion, the following question was asked: Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?

	Before distribution	After distribution	ATL	QC	ON	MB SK	AB	BC	July 2015 After Distribution
n=	2,095	1,791	75	866	509	101	115	125	1,369
... Thomas Mulcair's New Democratic Party	27%	33%	36%	40%	31%	21%	23%	36%	32%
... Justin Trudeau's Liberal Party of Canada	23%	28%	41%	21%	31%	33%	22%	26%	25%
... Stephen Harper's Conservative Party	22%	27%	15%	17%	30%	36%	46%	23%	32%
... Elizabeth May's Green Party	5%	6%	8%	1%	5%	8%	8%	13%	6%
... Gilles Duceppe's Bloc Québécois	4%	5%	-	21%	-	-	-	-	5%
Other parties	1%	2%	0%	0%	3%	2%	1%	1%	1%
I would not vote	4%	-	-	-	-	-	-	-	-
I would cancel my vote	2%	-	-	-	-	-	-	-	-
I don't know	8%	-	-	-	-	-	-	-	-
I prefer not to answer	4%	-	-	-	-	-	-	-	-

↑ +3%
↓ -5%

Trends in Voting Intentions



Second Choice – Growth Potential

Q - If you could not vote for [Political Party], which of the following political parties would be your second choice?

	Voting Intentions: 1st Choice					
	Total	LPC	NDP	BQ	CPC	GPC
n=	1,773	436	620	165	488	64
Thomas Mulcair's New Democratic Party	24%	50%	0%	47%	19%	38%
Justin Trudeau's Liberal Party of Canada	22%	0%	44%	6%	20%	32%
Elizabeth May's Green Party	16%	16%	23%	13%	12%	0%
Stephen Harper's Conservative Party	7%	13%	8%	4%	0%	2%
Gilles Duceppe's Bloc Québécois	4%	2%	9%	0%	0%	0%
Other parties	1%	0%	0%	2%	3%	7%
I would not vote	10%	8%	6%	5%	19%	3%
I would cancel my vote	8%	3%	6%	16%	14%	5%
I don't know	7%	6%	5%	7%	11%	14%
I prefer not to answer	1%	1%	0%	0%	1%	0%

Political Parties Canadians Would Never Vote For – by Region

Q - Which of the following political parties would you never vote for?

	Total	ATL	QC	ON	MB SK	AB	BC
n=	2,095	99	987	605	122	139	143
Stephen Harper's Conservative Party	43%	55%	48%	39%	37%	34%	49%
Justin Trudeau's Liberal Party of Canada	20%	13%	19%	21%	17%	27%	21%
Elizabeth May's Green Party	19%	14%	20%	21%	19%	23%	11%
Thomas Mulcair's New Democratic Party	16%	7%	6%	20%	18%	33%	16%
Gilles Duceppe's Bloc Québécois	8%	-	32%	-	-	-	-
I don't know	14%	15%	5%	16%	21%	12%	20%
I prefer not to answer	5%	6%	4%	6%	6%	3%	4%

Political Parties Canadians Would Never Vote For – According to Voting Intentions

Q - Which of the following political parties would you never vote for?

	Voting Intentions: 1st Choice				
	LPC	NDP	BQ	CPC	GPC
n=	436	620	165	488	64
Thomas Mulcair's New Democratic Party	14%	-	13%	45%	13%
Justin Trudeau's Liberal Party of Canada	-	19%	46%	44%	11%
Gilles Duceppe's Bloc Québécois	9%	9%	-	10%	1%
Stephen Harper's Conservative Party	62%	72%	69%	-	65%
Elizabeth May's Green Party	15%	15%	19%	36%	-
I don't know	8%	6%	1%	9%	13%
I prefer not to answer	3%	0%	0%	4%	0%

Satisfaction with the Canadian Government

Q- Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the government of Canada led by Stephen Harper?

	August 2015	ATL	QC	ON	MB SK	AB	BC	July 2015	
n=	2,095	99	987	605	122	139	143	1,545	
TOTAL SATISFIED	30%	23%	23%	33%	34%	44%	26%	35%	↓ -5%
Very satisfied	7%	6%	4%	8%	10%	11%	5%	8%	
Somewhat satisfied	23%	17%	20%	25%	24%	33%	20%	27%	
TOTAL DISSATISFIED	62%	69%	72%	58%	62%	49%	65%	59%	↑ +3%
Somewhat dissatisfied	26%	23%	31%	23%	23%	26%	26%	25%	
Very dissatisfied	37%	47%	41%	35%	38%	23%	39%	35%	
I don't know	6%	5%	2%	8%	2%	5%	8%	0%	
I prefer not to answer	2%	3%	3%	1%	3%	1%	1%	6%	

Best Canadian Prime Minister

Q-In your opinion, which federal party leader would make the best prime minister of Canada?

	August 2015	ATL	QC	ON	MB SK	AB	BC	July 2015	
n=	2,095	99	987	605	122	139	143	1,545	
Thomas Mulcair	28%	24%	43%	25%	13%	20%	30%	27%	
Stephen Harper	21%	8%	13%	24%	27%	35%	19%	25%	↓ -4%
Justin Trudeau	20%	31%	14%	21%	24%	15%	19%	16%	↑ +4%
Other	3%	6%	2%	3%	3%	1%	7%	2%	
None of them	10%	11%	16%	9%	8%	9%	4%	15%	
I don't know	15%	17%	10%	15%	19%	21%	18%	13%	
I prefer not to answer	3%	2%	2%	3%	6%	0%	3%	1%	

Stability vs. Change

Q-In your opinion, is it preferable that the current government of Canada be re-elected or that a change in government take place?

	August 2015	ATL	QC	ON	MB SK	AB	BC
n=	2,095	99	987	605	122	139	143
I would prefer that the current government be re-elected	23%	13%	14%	26%	29%	37%	22%
I would prefer that the government of Canada be changed	61%	74%	75%	56%	53%	46%	59%
I don't know	14%	10%	9%	15%	16%	17%	17%
I prefer not to answer	2%	3%	2%	2%	2%	1%	1%

Federal Political Party that Most Embodies Change

Q-In your opinion, which of the federal political parties most embodies change?

	Total	ATL	QC	ON	MB SK	AB	BC
n=	2,095	99	987	605	122	139	143
Thomas Mulcair's New Democratic Party	33%	30%	48%	28%	17%	31%	32%
Justin Trudeau's Liberal Party of Canada	19%	30%	11%	20%	28%	20%	16%
Elizabeth May's Green Party	11%	10%	7%	13%	7%	10%	19%
Stephen Harper's Conservative Party	7%	7%	3%	8%	12%	7%	5%
Gilles Duceppe's Bloc Québécois	2%	-	8%	-	-	-	-
Other parties	1%	0%	0%	1%	0%	0%	1%
None	8%	9%	8%	8%	10%	11%	3%
I don't know	17%	10%	13%	18%	19%	19%	21%
I prefer not to answer	3%	3%	1%	3%	7%	1%	2%

Who Would Win? – By Region

Q- Which of the following parties do you think will form the next government of Canada?

	Total	ATL	QC	ON	MB SK	AB	BC
n=	2,095	99	987	605	122	139	143
Stephen Harper's Conservative Party	26%	14%	24%	27%	29%	41%	23%
Thomas Mulcair's New Democratic Party	25%	27%	35%	21%	13%	20%	29%
Justin Trudeau's Liberal Party of Canada	18%	30%	15%	21%	24%	8%	16%
Elizabeth May's Green Party	1%	0%	1%	1%	0%	3%	2%
Other	1%	0%	1%	1%	2%	0%	2%
I don't know	26%	26%	24%	27%	27%	27%	27%
I prefer not to answer	2%	3%	1%	2%	5%	1%	1%



	Total	ATL	QC	ON	MB SK	AB	BC
n=	2,095	99	987	605	122	139	143
Majority	23%	37%	22%	20%	28%	24%	23%
Minority	56%	47%	62%	57%	52%	56%	53%
I don't know	19%	12%	15%	22%	20%	19%	24%
I prefer not to answer	1%	5%	1%	1%	0%	2%	1%

Who Would Win? – According to Voting Intentions

Q- Which of the following parties do you think will form the next government of Canada?

	Voting Intentions: 1st Choice					
	Total	LPC	NDP	BQ	CPC	GPC
n=	2,095	436	620	165	488	64
Stephen Harper's Conservative Party	26%	8%	10%	23%	81%	20%
Thomas Mulcair's New Democratic Party	25%	20%	61%	40%	4%	16%
Justin Trudeau's Liberal Party of Canada	18%	55%	11%	11%	1%	19%
Elizabeth May's Green Party	1%	1%	0%	0%	2%	13%
Other	1%	1%	1%	2%	1%	0%
I don't know	26%	15%	17%	23%	12%	33%
I prefer not to answer	2%	0%	1%	0%	0%	0%



	Voting Intentions: 1st Choice					
	Total	LPC	NDP	BQ	CPC	GPC
n=	2,095	436	620	165	488	64
Majority	23%	22%	19%	20%	34%	23%
Minority	56%	63%	67%	75%	53%	56%
I don't know	19%	15%	14%	5%	12%	20%
I prefer not to answer	1%	0%	0%	0%	1%	0%

Impact of the Recent Election of an NDP Government in Alberta

Q- Does the recent election of an NDP government in Alberta make you more inclined, less inclined, or neither more nor less inclined to vote for Thomas Mulcair's NDP in the upcoming federal elections?

	Total	ATL	QC	ON	MB SK	AB	BC
n=	2,095	99	987	605	122	139	143
More inclined to vote NDP	17%	23%	18%	15%	8%	21%	17%
Neither more nor less inclined to vote NDP	52%	47%	61%	50%	63%	36%	52%
Less inclined to vote NDP	12%	8%	6%	12%	16%	28%	14%
I don't know	16%	16%	14%	19%	14%	13%	16%
I prefer not to answer	2%	7%	2%	3%	0%	2%	1%

Most Important Issues – by Region

Q- Which of the following issues have the most influence on your vote?

	Total	ATL	QC	ON	MB SK	AB	BC
n=	2,095	99	987	605	122	139	143
Stimulating the Canadian economy	39%	27%	39%	42%	32%	39%	35%
Helping middle-class families	37%	40%	40%	35%	35%	31%	39%
Job creation	34%	43%	32%	38%	29%	29%	23%
Elimination of the deficit and sound fiscal management	24%	18%	23%	26%	21%	29%	18%
Maintaining certain public services (CBC, Canada Post, etc.)	18%	19%	21%	17%	12%	18%	20%
Understanding the needs of my region / Defending Quebec's interests	16%	23%	27%	9%	17%	12%	14%
Fight against climate change	15%	14%	18%	13%	13%	14%	21%
Senate reform/abolition	13%	14%	17%	9%	18%	14%	12%
Management and maintenance of infrastructure	12%	14%	8%	12%	20%	12%	14%
Fight against terrorism	12%	13%	11%	15%	13%	9%	6%
Development of green energy	11%	13%	11%	11%	7%	8%	18%
Development of the Canadian oil production and oil transport sectors	7%	7%	4%	5%	14%	22%	4%
Fight against religious fundamentalism	6%	8%	11%	5%	2%	4%	3%
Reforming the equalization system (transfers to provinces)	5%	4%	6%	5%	5%	9%	5%
Defending Canadian sovereignty in the Arctic	4%	1%	2%	7%	2%	2%	2%
Maintaining social programs	2%	4%	0%	2%	3%	1%	2%
Other, specify	4%	5%	2%	4%	4%	2%	9%
I don't know	5%	3%	2%	6%	6%	6%	3%
I prefer not to answer	2%	2%	2%	3%	1%	4%	3%

Political Parties and Issues Management

Q- In your opinion, which political party is best suited to manage the following issues?

Note: Colours are only used when there is a significant difference.

Issues	Best Party to Manage Each Issue								
	LPC	NDP	CPC	GPC	BQ	Other	No	DK / Refusal	
Most important issues Top-10	Stimulating the Canadian economy	20%	21%	23%	2%	1%	0%	6%	27%
	Helping middle-class families	23%	27%	18%	2%	2%	0%	4%	24%
	Job creation	19%	23%	21%	2%	2%	0%	6%	27%
	Elimination of the deficit and sound fiscal management	18%	18%	23%	2%	1%	0%	9%	29%
	Maintaining certain public services (CBC, Canada Post, etc.)	19%	30%	11%	2%	2%	0%	7%	29%
	Understanding the needs of my region*	16%	20%	18%	5%	0%	1%	11%	29%
	Defending Quebec's interests*	8%	16%	4%	0%	48%	0%	5%	17%
	Fight against climate change	10%	15%	9%	32%	2%	1%	6%	24%
	Senate reform/abolition	16%	22%	16%	1%	10%	1%	10%	32%
	Management and maintenance of infrastructure	18%	22%	19%	2%	1%	0%	6%	31%
Less important issues	Fight against terrorism	10%	11%	36%	1%	1%	1%	9%	29%
	Development of green energy	8%	14%	7%	38%	1%	1%	5%	26%
	Development of the Canadian oil production and oil transport sectors	12%	12%	36%	2%	1%	1%	6%	30%
	Fight against religious fundamentalism	11%	13%	26%	2%	2%	0%	10%	35%
	Reforming the equalization system (transfers to provinces)	16%	20%	15%	2%	3%	1%	7%	35%
	Defending Canadian sovereignty in the Arctic	13%	12%	28%	4%	2%	0%	6%	36%

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